Dear Hiring Manager/Recruitment Team,

I am a seasoned corporate communications professional with extensive experience in conceptualizing and executing highly impactful communications strategies for multinational technology companies. I have worked in matrix organizations, advising senior executives on strategic communications and marketing initiatives, creating focused content and campaigns for increased brand salience. As a manager and team leader, I demonstrated superior management and execution skills. My stakeholder management skills were highly appreciated at Capgemini, and I was awarded the Delivery Excellence Award for Corporate Communications.

I have managerial experience leading a team of marketers but am also equally adept at being a hands-on individual contributor. I recently completed a 1-year International MBA at TIAS School of Business and Society, Netherlands in order to further enhance my leadership skills and contemporary business knowledge. The course with a strong focus on sustainable business practices, helped me hone my leadership skills and gain in-depth knowledge of advanced digital and offline marketing concepts and businesss strategy. I also had the opportunity to participate in an international study tour at the SDA Bocconi School of Management, Milan where I learnt the essentials of international business in a global context.

With more than 15 years of experience in communications, exposure to multinational matrixed organizations and relevant qualifications, I am geared to positioning organizations for success in achieving their branding and corporate reputation management goals. Please find my resume appended below. I look forward to your response on my application.

Thanks and regards,

Tabrez Khan

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**TABREZ KHAN**

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**Summary**

A results-driven communications professional, with experience in conceptualizing and executing highly impactful marketing & communication strategies within multinational technology organizations. Skilled in aligning communications programs with overall business objectives to achieve enhanced brand reputation and positive bottomline growth.

**Core Competencies**

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| * Strong motivational and influential people skills * Confident speaker and presenter | * Unique problem-solving capabilities * Adept at qualitative research & drawing out unique insights from data |
| * Effective planning and strategy expertise | * Market research & competitive analysis skills |
| * Adept at working in a matrix set-up | * Public relations expertise |
| * Highly creative and intuitive | * Skilled in Google Analytics, Social Media, SEO |
| * Recognized interpersonal & communication skills | * Excellent organizational & multitasking skills |
| * Team development abilities * Strong writing gathering & editing information | * Proven budgeting & finance knowledge * Knowledgeable in social media & CRM |

**Key Achievements**

* Instrumental in planning and executing a comprehensive change communications program at Capgemini
* Spearheaded rebranding of a key business unit at Capgemini
* Recognized for excellence in communications with Capgemini Delivery Excellence Award 2013
* Developed a comprehensive internal communications program at Atos Syntel
* Commended for excellence in business writing and reporting at UBM

**Professional Experience**

**SYNTEL INC.**, Mumbai, India Mar 2017 to Aug 2018

***Marketing Communications Manager***

* Developed and executed a comprehensive communications strategy that increased brand awareness, visibility and reputation of the organization
* Led and motivated teams in developing brand advocacy and marketing content across channels including Intranet, external website, social media and other channels
* Conceptualized a comprehensive social marketing strategy encompassing Twitter, LinkedIn , Facebook and optimized content for SEM
* Conceptualized and developed key messages, thought leadership and opinion pieces on behalf of leadership to constantly guide internal and external stakeholders on the strategic direction of the organization
* Created focused content and campaigns to highlight the organization’s Corporate Social Responsibility initiatives, enhance employee participation
* Liaised with external agencies to effectively execute a strong Public Relations program in alignment with organizational strategy
* Organized external events and conferences
* Spearheaded and executed a strong internal communications program to drive employee engagement, recruitment marketing and foster a culture of excellence
* Led a lean team of highly skilled professionals, coaching and guiding them in communications best practices to achieve desired outcomes
* Measured effectiveness, set benchmarks and developed strategies for new approaches and marketing actions based on analytical insights

**CAPGEMINI**, Mumbai, India Feb 2012 to Feb 2017

***Communications Manager***

* Effectively formulated and implemented internal and external communications strategy
* Developed digital and social media content, newsletters, emailers, audio-visual content, marketing collaterals, and leadership communications to support the execution of communications strategy
* Conceptualized and executed event marketing strategies by leading the development of content and digital assets such as microsites, flyers, brochures
* Supported the market launch of new solutions & services with integrated communications campaigns
* Spearheaded employer branding initiatives through the Internal Communications and messaging platform
* Created content and strategies to highlight the organization’s Diversity & Inclusion initiatives
* Collaborated with external agencies to create effective messaging aligned with marketing goals and objectives
* Supported critical change management initiatives with concerted change communications campaigns
* Managed a team of content professionals, hired new talent, coached and mentored new hires
* Created monthly reports about marketing and PR activities for distribution to all key internal stakeholders
* Received ‘Delivery Excellence Award’ for Marketing

**UBM INDIA**, Mumbai, India Sep 2009 to Jan 2012

***Assistant Editor***

* Spearheaded content strategy, planning and execution.
* Created high quality business and technology focused content for print and online editions for a leading technology magazine, CRN.
* Led a team of journalists in conceptualizing new story ideas and creating interesting, informative content
* Conceptualized and executed the launch of a FinTech news website
* Liaised with technology company CXOs to create content for co-branded events

**UTV NEW MEDIA LTD**, Mumbai, India May 2007 to Aug 2009

***Associate Editor***

**Integreon**, Mumbai, India Jun 2005 to Apr 2007

***Editor - Research***

**INVESTMENT RESEARCH & INFORMATION SERVICES**, Mumbai, India Apr 2003 to May 2005

***Sub Editor***

**Education**

**2018-19: Master of Business Administration – TIAS School for Business & Society – Netherlands**

**2008-09: Executive Program in Business Management – IIM – Kolkata, India**

**2001-02: Postgraduate Diploma in Journalism – Asian College of Journalism – Chennai, India**

**1996-1999: Bachelor of Commerce – University of Pune – Pune, India**

**Technical Skills**

Microsoft Office Applications; Word, Excel, PowerPoint

Marketing Analytics (Google, Hubspot)